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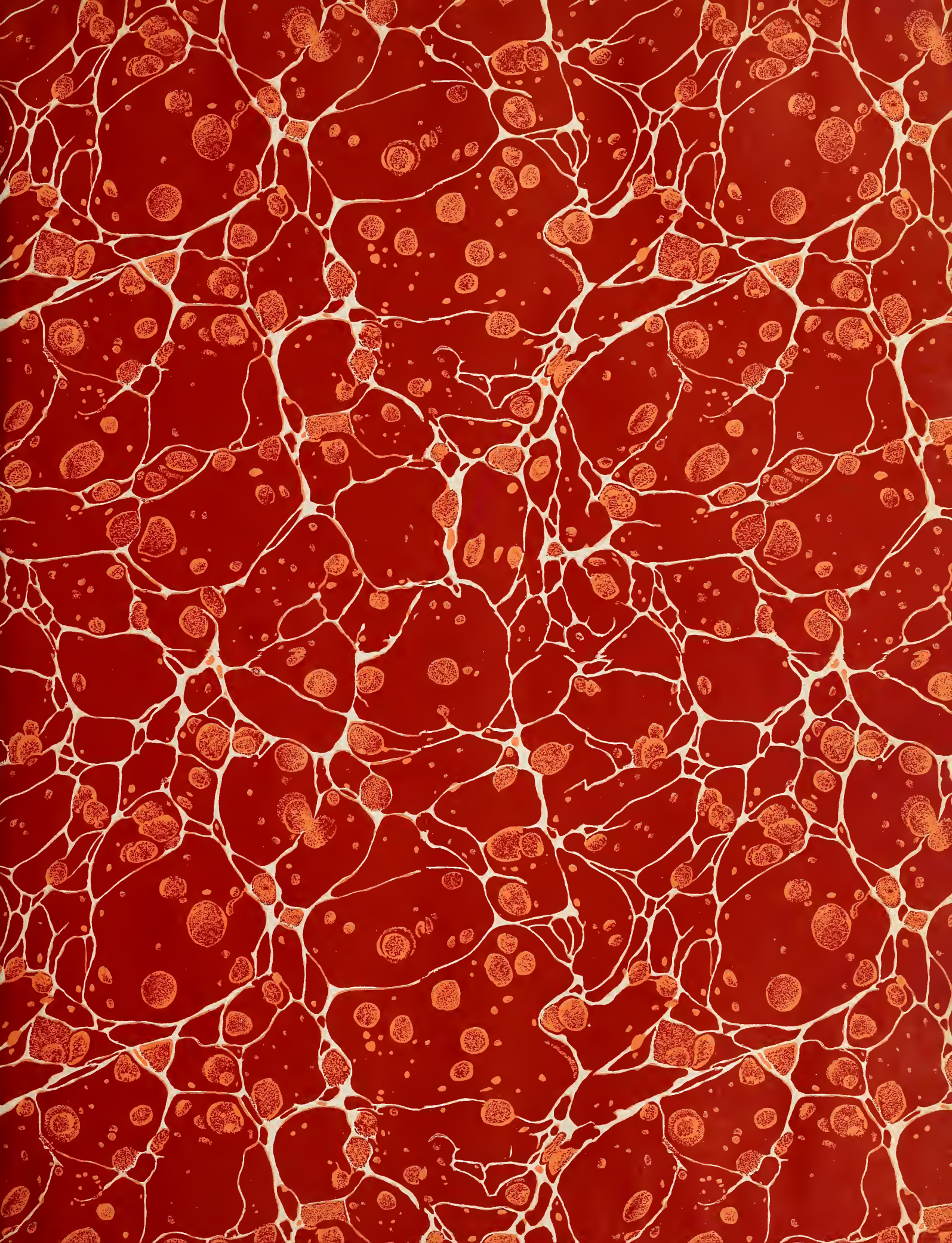


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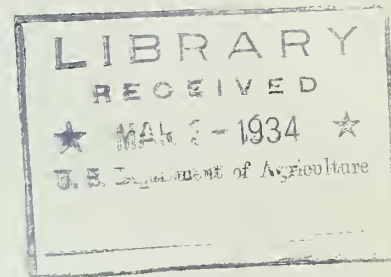








# Extension Service Review



VOL. 5, No. 1

JANUARY 1934

THE GENERAL objective in the recovery program is clear and easily stated—to restore a workable exchangeability among the separate parts of our economic machine and to set it to functioning again; and beyond this to perfect arrangements which may prevent its future disorganization. This means that we must insure adequate income to the farmers, adequate wages to the workers, an adequate return to useful capital, and an adequate remuneration to management. What we want, really, is to provide the opportunity for every individual and every group to work and to be able to consume the product of others' work. This involves a creation of buying power which is coordinate with the creation of goods. We shall not rest nor be diverted to lesser things until that minimum is achieved.

*R. G. Tugwell*

*Assistant Secretary of Agriculture.*

ISSUED MONTHLY BY THE EXTENSION SERVICE  
UNITED STATES DEPARTMENT OF AGRICULTURE  
WASHINGTON, D.C.





## In This Issue

**W**HAT will be the extension program for 1934? In a clear-cut and comprehensive statement Director C. W. Warburton gives his answer to this all-important question. Summarizing the field of extension activity in 1934, he says: "It is highly desirable to continue the educational program of the county agent, modifying it and molding it to fit into the new order. Production control is only applied economics limiting the production of any commodity to the quantity which the market will take at a price which yields a fair return to the consumer. We still need to keep constantly before rural people the latest results of research that contribute to efficient and economical production."

**W**HAT can be done with the land retired from the production of corn, wheat, cotton, and tobacco, under the terms of the authorized production adjustment contracts? J. F. Cox, Chief, Replacement Crops Section, Agricultural Adjustment Administration, gives us an authoritative reply. He points out further that the proper use of acreage retired from commodity production should benefit American agriculture not only through the immediate effect of balancing the production of the basic surplus crops, but through the contribution that honest and conscientious use of retired acreage will make to erosion control, soil improvement, and the permanent improvement of agriculture.

**T**HE urgent need for terracing in Tallapoosa County, Ala., was realized by County Agent Fletcher N. Farrington and the county commissioners when farmers could not pay their taxes because their land was virtually washed away. Educational work carried on by Agent Fletcher and J. B. Wilson, Alabama extension agricultural engineer, showing the tremendous loss to the county through depletion of the soil gave the county commissioners the popular support they needed to justify providing tractors and terracing equipment to aid in doing the work.

**T**wo county agricultural agents of Connecticut give us an interesting account of how extension work is carried on in their counties. C. D. Lewis of Hartford County discusses how the local leaders in towns take their problems and suggestions to their county project committees for a thorough study of the economic and other factors bearing on their particular projects, using a recent conference on tobacco policies as an example. Similarly, Raymond Clapp of New Haven County tells us what his county dairy committee has accomplished.

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## On The Calendar

Southern Agricultural Workers meeting, Memphis, Tenn., January 31-February 2.	
Farm and Home Week, Ithaca, N.Y., February 12-17.	
Annual Meeting, Illinois Farming Institute, Jacksonville, Ill., February 20-23.	
Houston Fat Stock Show, Houston, Tex., February 24-March 4.	
Southwestern Exposition and Fat Stock Show, Fort Worth, Tex., March 10-19.	
Fifty-seventh Annual Convention, Texas and Southwestern Cattle Raisers Association, San Antonio, Tex., March 20-22.	
Farm and Home Week, Orono, Maine, March 26-29.	

**F.** W. PECK, cooperative bank commissioner for the Farm Credit Administration, outlines the new credit system as it applies to cooperative organizations. He explains what working capital loans, facility loans, and commodity or intermediate loans are and on what basis they are made to cooperative organizations. He says, "We believe that to obtain credit from the cooperative division, cooperatives must be producer-owned and producer-controlled. In making credit available to such organizations, the members' interest and welfare is the deciding factor."

**T**HAT news calendars are important in the extension agent's annual program of work is emphasized by W. H. Darrow, extension editor for Texas, and County Agent J. V. Highfill, Franklin County, Ark. Both give us examples of news calendars that have helped bring extension activities to wide public attention.

**B**USINESS methods are being adapted to effective use in Wisconsin homes as a result of a project supervised by Wealthy M. Hale, Wisconsin home management specialist. Banking, money investments, problems of children's money, records, and wills are among the things that are being discussed and studied by Wisconsin farm women cooperating in this extension activity.



# Extension Service Review

VOL. 5

WASHINGTON, D.C., JANUARY 1934

NO. 1

## The Extension Program for 1934

C. W. WARBURTON

Director of Extension Work, United States Department of Agriculture

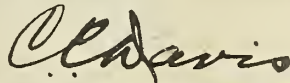
EXTENSION work and extension programs are never static. Extension activities have been gradually adjusted to changing conditions. The war-time urge for increased production of foodstuffs gave way to the more orderly post-war period when the major attention was given, not to bringing new acres into cultivation, but to the more efficient use of existing acres, consideration of the land-utilization problem, the organization of cooperative marketing and purchasing associations, the development of market grades and standards, farm-management studies and other activities having to do with the business side of agriculture. Now, again the emphasis shifts, the pendulum is at the opposite end of the swing with the stress on taking acres out of cultivation, control of production, leaving land idle or putting it into grass, with the thought that the farmer will get larger returns for fewer bushels of wheat or corn, fewer bales of cotton, fewer pounds of hogs, cattle, or lambs, and perhaps most important of all, fewer hours of labor, leaving him more leisure for himself and his family. For the first time, however, those who make the reductions have opportunity to profit therefrom rather than, as has been the case in too many previous acreage reduction efforts, for the major profit to go to those who, with thought only of individual gain rather than the common good, plant extra acres when their neighbors reduce.

### Need for Efficiency

With a reduction of the acreage in cultivation and the number of livestock

on farms there is increasing need for efficiency of production. The greatest reward will come to those who produce at the lowest cost per commodity unit and not necessarily to those who obtain the largest yields of wheat or cotton or pork per acre. We cannot hope for conditions which will make agriculture profitable for every person who engages in it.

THE AMERICAN FARMER, American industry and the people generally have the greatest interest in the recovery of agriculture. We cannot and do not claim responsibility for all the recovery manifest as the Agricultural Adjustment Act comes up to its first New Year's day, but we do take pride in the contribution we have made toward improving the situation. I wish I could express adequately my appreciation of the extension agents and the work that they and those cooperating with them have been doing for the Agricultural Adjustment Administration. They have been our field troops. They have worked without stint or let-up day in and day out and, many times, long night hours, too. Without their assistance it would have been utterly impossible for us to have attained the measure of success we have reached. The Extension Service has every right to share with us any pride to which we may be entitled in the results thus far obtained.



Administrator, Agricultural Adjustment Administration.

There will still continue to be wide differences in the efficiency of individuals, but the greatest reward will continue to be given to those whose operations are best planned, who conduct their business with the greatest care, who plan their operations well in advance, keep records of cost and income, and adjust their farming to suit the needs of the times. Agricultural adjustment cannot be expected suddenly to make rural life Utopian any more than present-day control of business can be expected to insure success for every one who engages in it.

In the campaigns in which the great majority of extension workers have been engaged in recent months to sign up cotton and wheat farmers in production-control agreements, the campaigns which are projected for the next few months for the signing of similar agreements for tobacco,

corn and hogs, and the 1934 cotton crop, naturally much which was planned in the way of extension activities has had to be set aside, or carried on less actively than was anticipated. It is not to be expected that county production-control associations, once organized, will go along on the even tenor of their way with no further attention from extension workers.

We must expect that problems will continually arise with one or another of these organizations which will require the agent's attention even though he is not burdened with the actual business of the association as its secretary. It is highly desirable, however, to continue the educational program of the county agent, modifying it and molding it to fit into the new order. Production control is only applied economics limiting the

production of any commodity to the quantity which the market will take at a price which yields a fair return to the producer and which is not unduly burdensome to the consumer. We still need to keep constantly before rural people the latest results of research, the latest productions of plant and animal breeders, the latest methods of plant and animal disease control, and all similar information that contributes to efficient, economical production.

### Utilization of Land

Production-control campaigns which involve taking average acres out of cultivation on every farm can only be regarded in the light of temporary make-shifts. The Extension Service can make a large contribution to American agriculture by directing public thought to the re-



removal from production of submarginal lands, leaving it idle or utilizing it for pasture, forests, or other useful purposes, and the better utilization and conservation of the more productive land. Beginnings have been made in some localities in the transfer of farmers from poor farms on which they had no reasonable chance to make a living, to good farms on which they have, at least, an even break. I hope that eventually our production-control plans will lead to the removal from cultivation of submarginal areas and also to adjustments on individual farms which will result in better use of the good acres and the abandonment of effort to eke out a living from the poor ones.

Production control with reduction in the acres planted to cotton, corn, wheat, and other crops presents new questions to extension workers as to the best use to be made of the contracted acres; use which will not bring new problems of surpluses in other commodities. In some areas, particularly in the South, production control will need to be guided to make sure not only that it does not result in problems involving the use of surplus acres but also that it does not throw out of employment thousands of farm tenant families. Southern agriculture in particular needs the most careful thought of both extension and research workers to devise methods of land utilization which will convince landowners that their best interests in the long run require liberal treatment of tenants and wage earners during this adjustment period.

#### *Live at Home*

In this connection it is desirable to remember that unlike the probable need for long-continued curtailment of production of wheat, corn, and hogs because of a well-nigh vanished export market, the need for drastic reduction of cotton production probably will not extend beyond the period necessary for disposition of our present burdensome surplus. The tenants and wage earners who during the next year or two of drastic reduction of cotton acreage may appear to be unnecessary to produce 25 million acres of this commodity, will be needed a little later when we return, as now seems entirely probable, to a more normal production plan. If the cotton acreage on each plantation is divided pro rata among the tenants and each is given the use, either free or at a nominal rental, of some of the contracted acres for the production of food for the family and feed for the farm livestock, the "live-at-home" program so long advocated for the South will become a reality.

#### *Local Leaders*

While the county agricultural agents have been busy with crop-reduction plans,

home-demonstration agents have been equally busy conducting unusual and emergency activities. If there was nothing else in the history of home-demonstration work to justify its existence and public support, the service which home-demonstration workers have rendered to the unemployed and the destitute would have provided that justification. One of the most striking and appealing chapters in the history of extension work to date is the record of the contributions of home-demonstration agents in lightening the burden and brightening the lives, not only of those who are actually on relief rolls, but in rendering assistance to thousands of others to enable them to provide for themselves and avoid the necessity of applying for charity. Here to an even greater degree than in the agricultural field the ability of the home-demonstration agent to extend her activities has been greatly increased through the devoted and intelligent service of thousands of unpaid local leaders. I feel that I cannot pay too high tribute, not only to the members of our home demonstration staffs, but to the thousands of local leaders who have given so unstintingly of their time and of themselves.

In the home-demonstration work more stress is being placed on the family budget, the best use of foods which are available to the family, the selection and proper preparation of cheap but adequate food supplies, and the development of new sources of income, with less time being devoted to other things which in these times of stress may be considered as non-essentials. Everywhere, however, during the past 2 or 3 years there has been a growing demand on the part of rural people generally, both men and women, for inexpensive recreation and for reading courses, the organization and training of groups to present plays, and the like. If the new social order means more leisure, more time for rural people to do as they please, I can foresee these demands for help along cultural and recreational lines greatly expanding. So far we have depended largely on cooperating agencies like the American Recreation Association for help in this field. Plans are now under discussion for somewhat similar cooperation with the American Federation of Art.

#### *4-H Club Work*

There is one phase of extension work which must be maintained at all costs. No matter what the demands on county agricultural agents may be for agricultural adjustment, no matter what the demands on home-demonstration agents for relief activities, we cannot and must not neglect 4-H club work. I am happy to say that such information as has come to us from the States through reports of extension

workers and observation of our people from Washington shows that the 4-H clubs are being maintained both in membership and in quality of work done. There is opportunity for review of 4-H club projects to determine whether they are planned to meet the changing conditions through which we are now passing, and particularly whether they are planned to meet the conditions, so far as we can anticipate them, which will confront 4-H boys and girls a few years from now when they become farmers and homemakers in their own right. Here again, projects concerned mainly with quantity of production should be revised to put the major emphasis on cost, quality, and efficiency. Particularly do I think we should give attention to the prizes which are offered for club work, with honors going not to those who produce the most bushels of corn or the most pounds of cotton to the acre, but to those who produce at the lowest cost per unit of product.

The experience of the last few months and the very remarkable accomplishments of the extension forces, aided by thousands of volunteer committeemen, in obtaining the signatures of more than a million farmers to contracts to destroy a part of their 1933 cotton crop, and in getting several hundred thousand wheat growers to reduce their production for 1934 and 1935, demonstrate the value of a well-trained, efficient county agricultural agent in every important agricultural county. In the cotton campaign, which was organized and completed within less than a month, it was necessary not only to present the program to well over a million farmers, but in many counties to appoint, install, and instruct an emergency county agent, sometimes unacquainted with the local people and local conditions. These emergency agents, with the cheerful cooperation of leading farmers and business men and the efficient supervision of directors and district agents, did surprisingly well and deserve all honor for their accomplishments. It is a marvel to me that there were so few failures. The general report of the cotton and wheat campaigns, however, is that the campaigns progressed more rapidly, more smoothly, and in general resulted in greater accomplishment in those counties where a well-trained, efficient agent was already on the job. I do not believe that any one factor is more important in the readjustment of American agriculture than the employment of a good county agricultural agent in every important agricultural county or in a district comprising two or more of the less important counties. I hope to see provision made in

*(Continued on page 16)*



# The Land-Use Program for Rented Acreage

## What Can Be Grown Under Production Adjustment Contracts of the Agricultural Adjustment Administration

J. F. COX

Chief, Replacement Crops Section, Agricultural Adjustment Administration

**T**HE FULFILLMENT of the program for the retirement from production of corn, wheat, cotton, and tobacco, under the terms of the authorized allotment control contracts, will withdraw from surplus production of these crops approximately 43 million acres of land of average fertility employed in producing these crops. A reduction of 20 million acres of corn, 15 million acres of cotton, 8 million acres of wheat, and 500 thousand acres of tobacco should result on farms owned by farmers who cooperate in signing the adjustment contracts.

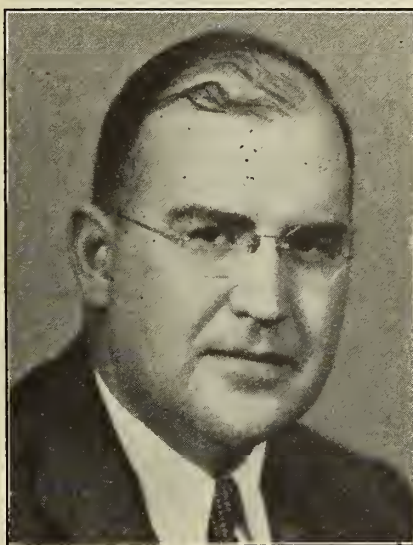
In the main, a uniform program for the use of the land withdrawn from the production of basic crops has been developed under the terms of the respective contracts. All of the contracts (wheat, cotton, tobacco, and corn-hog) permit the use of the rented acres in establishing new seedlings of soil-improving and erosion-preventing crops; resting or fallowing the land, where these practices are practicable; cultivating to control noxious weeds, and planting to forest trees. In view of the fact that cotton and tobacco are contract crops, produced largely by share renters and share croppers, limited use of the rented acres is permitted in the cotton and tobacco contracts for growing crops for direct consumption by the farm family or for feeding livestock contributing to the farm family. With the exception of the use of new and additional pasture seedlings, for light pasturing, the corn-hog contract and regulations do not permit the use of the rented acreage for crops for home use. The wheat contract carries the following regulations controlling the use of the contracted acreage:

It shall be deemed to be a violation of his contract for a producer, who had executed a contract, to shift food crops grown for home consumption on the farm or feed crops grown for the production of livestock (or livestock products) for home consumption or use on the farm to the contracted acreage, thereby releasing other lands on the farm for the planting of crops for sale or for feed for the production of livestock or of livestock products for sale.

The contracted acreage of 1934 and 1935 shall not be used to feed or to produce feed for dairy cattle, beef cattle, hogs, sheep, or poultry kept for sale or kept for the sale of their products.

None of the contracts permit the use of the rented acreage withdrawn from production for growing crops for sale purposes

or feed crops to be fed livestock and poultry producing products for the market, with the exception of the limited fall pasturing of new seedlings of permanent pasture and meadow crops seeded without nurse crops in accordance with the corn-hog and wheat contract regulations, making additional expense for temporary fences unnecessary under such conditions.



J. F. Cox.

The pasturing or feeding otherwise of nurse crops or of annual forage crops that produce an abundance of forage on contracted acreage for the purpose of producing meat and milk for the market would be contrary to the corn-hog, wheat, tobacco, and cotton contracts.

### *Permanent Pastures*

The use of the rented acreage should benefit American agriculture beyond the immediate effect of balancing the production of the basic surplus crops now produced beyond the needs of our domestic and export markets. An increase in permanent pastures and meadow crops at the expense of the acreage now being used in producing too much corn, wheat, cotton, and tobacco, should result in decreasing losses from erosion and should aid in maintaining and improving soil fertility.

### *Feeding Rations*

The general use of more economical and effective feeding rations should follow through the ultimate availability, after

the contracts have expired, of more home-grown roughage and pasturage produced on the farm from additional pasture and meadow crop seedlings made on contracted acreage. By lessening the acreage of the basic commodity crops now produced in excess and increasing the soil-improving and erosion-preventing crops, a great improvement in our existing farm-management programs will result.

An increased demand will undoubtedly develop for legume and grass seed for planting for soil-improving and erosion-preventing purposes. Growers who plan to plant their rented acres to these crops will do well to obtain, at an early date, their needed seed supplies of blue grass, timothy, red top, orchard grass, bromegrass, alfalfa, Lespedeza, red and alsike clover, and sweetclover of adapted seed mixtures.

It is expected that many will grow soybeans, cowpeas, velvet beans, crimson clover, and other leguminous crops to be turned under for green-manuring purposes on the contracted acreage as adapted. Those who obtain seed early are most likely to get adapted seed of high quality.

**F**OR A NUMBER of years the Negro Division of the Alabama Extension Service has carried on a number of health tours. These tours have emphasized the importance of proper sanitation in the rural home. The meetings have been well attended, and the lectures of vital interest to the people have been well received. Not only the situation of the home has been discussed but the importance of sanitation in public meeting places has been given special attention.

**B**ERNIE W. Wright, Russell County (Kans.) agricultural agent, has devised a novel means of assisting the township committeemen in summarizing their wheat allotment applications before sending them to the central county office. Two semiprofessional accountants in Russell County have offered their services and are now acting in the capacity of the "county auditing committee", going to whatever township needs assistance in getting its applications listed correctly.



# Improving Business Methods in Wisconsin Homes

A Successful Home-Management Project Discussed by Wealthy M. Hale, Wisconsin Home-Management Specialist



Wealthy Hale.

IN A DISCUSSION of home accounts at a Wisconsin home-management meeting, it became apparent that many women knew little about business methods. This condition led to the working out of a project on everyday problems with which the average woman is liable to make mistakes.

The women themselves suggested banking, money investments, problems of children's money, records, and wills. So these are the subjects around which the program is built.

## Banking

Blanks used in checking and savings accounts are obtained at the bank. Women are interested in knowing the purpose of each blank and how to make it out correctly. It is like playing a game for the women to check up on themselves and see how many mistakes they are making. For instance, few of them know what the word "currency" means on their deposit slip. The bankers say that the changing of checks is one of the most common ways of cheating; therefore, it is necessary to know how to make them out correctly and give as little temptation and opportunity for changing them as possible. It is surprising how many women make out their checks before filling in the stubs and then leave them until they have forgotten the amounts of the checks. Of course, that is very confusing to any other member of the family who might be writing checks on the same account.

After this work on the correct way of writing checks was given in one county, an unmarried woman of middle age said, "You don't know how thankful I am for this help. I have never written a check in my life, for I live with my brother, and he has always made out the checks. He will not be able to write checks much longer, and I am so glad that I know how to do such things right because it will give me confidence in myself."

Few people know what to do when a check is lost, and so do nothing. Many do not check on their bank balance monthly but leave it entirely to the bank, expecting the bank to notify them when they have checked out all their money.

This is usually because they do not know how to make the balance and not because of indifference. After finding out how it is done, they take pride not only in checking up but in understanding how the banker does it.

Some families do their banking jointly and others have never heard of it. After discussing the advantages and disadvantages of "joint accounts" and "joint tenancy", many families begin them.

## Money Investments

Under money investment, the women are not told which are the safest, but through discussion of good and bad investments are left to draw their own conclusions. Since the depression, the discussion has led mostly toward United States securities and life insurance. The latter is discussed as to kinds and also the advantages and disadvantages of an insurance load.

Women always enter enthusiastically into the discussion on the following subjects:

Where should children get their money?  
How much should they have to spend?  
Should they be guided in their spending?

Should they be paid for home work?  
How can they be given good buying habits?

How about children's savings at present?

This subject of children's spending has been so popular that it could well be used as the topic of the day's discussion.

## Records

Even with all the safety deposit boxes in the banks, there are still many old tin boxes in existence in homes. They contain tax receipts and paid-up mortgages, but there are many records they do not contain that should be there. Why the boxes should contain thorough records of all the business of the home is being shown the women, and they are surprised to see how many records might be needed that they could not show.

They are learning to have a record sheet which shows the cost of each business transaction, how much has been paid on it, when each payment comes due, the amount of the payment, and what remains to be paid. On this sheet is kept not only the record of the farm indebtedness, but of machinery or household goods bought on the installment plan. Install-

ment buying is discussed, and they decide when it should be used and to what extent.

Nearly every woman has a story to tell about signing papers before they are read. Many of them have paid a subscription or part of a subscription to magazines at the door and never received their magazines. These matters seem trifling, but they show a lack of business principles, of which women folks are often justly accused. As women become conscious of where common business errors are liable to occur they can free themselves of those mistakes. This will give them more confidence and better judgment in dealing with the many new problems that arise almost daily.

## Wills

One of the surprising things about this work on "Business Methods for Wisconsin Women" was a frank and open discussion on the subject of "Wills." After an open discussion, the women become curious and want to know what can be learned about a subject that many of them dare not broach at home. They soon found that if a person dies leaving property but no will to tell what to do with it, the State of Wisconsin will divide it according to laws that are already laid down.

The women begin to wonder if there is a will, or if it is necessary to make one to have the property go to the right members of the family. Questions begin to come fast. In her printed sheet, the extension worker has eight of the most common cases on Wisconsin law of descent. These are gone through very carefully and cover most of their problems. As the printed folder contains Wisconsin law, questions about that only can be answered. However, a list of questions which cannot be answered at the meeting are taken to a legal source in order to help the women to learn the law about their individual problems.

Women are asked to take the printed sheets containing all this material home and have them read at home when the husband and older children can listen. Class discussion and home discussion give a good background for local leader training. In Milwaukee County alone, where women are accustomed to making checks and doing their share of the home business, nearly 100 wills were looked over, corrected, and brought up to date.



# Financing Farmer Cooperatives

## An Interview with F. W. Peck, Cooperative Bank Commissioner for the Farm Credit Administration

*THIS is the fourth and last of a series of articles on how the Farm Credit Administration is making credit available to agriculture.*

**F.** W. PECK, Cooperative Bank Commissioner for the Farm Credit Administration, has the job of making credit available to farmer cooperative organizations. He supervises the Central Bank for Cooperatives and the 12 regional banks for cooperatives, one in each Federal land bank district.

As Mr. Peck is in a field of considerable interest to extension workers and was for 12 years director of agricultural extension at the University of Minnesota, I knew he would have some helpful information for county agents and specialists.

When I entered his office for an interview on what the Farm Credit Administration is doing to help finance farmer cooperatives, I found a man of middle age, slender, gray haired. He turned, motioned me to be seated, and in his crisp voice started, at my suggestion, to outline this new credit system as it applies to cooperative organizations.

"The Cooperative Division", he said, "has two major functions. One is to make credit available and the other is to render a number of services to co-ops."

### Banking

"Let's hear about the banking function first," I interjected. "That probably will be of most interest to extension workers. From time to time they are called upon to answer questions on how co-ops can borrow from the banks for cooperatives."

"Two of the divisions in the Farm Credit Administration make loans to co-ops", Mr. Peck pointed out. "There are three classes of these loans. They are classified into effective merchandising, working capital loans, facility loans, and commodity loans by the Federal intermediate credit banks.

"The working capital loans are made by the central bank for cooperatives and the regional banks for cooperatives. They are made to supplement funds of the co-ops for operating purposes. Such loans may be used to refinance indebtedness. Also, loans of this kind may be used to promote the effective merchandising of agricultural commodities and their food products.

"These loans may be made upon different kinds of collateral. The collateral may consist of liens on real estate, equipment,

inventories, commodities, accounts receivable, notes, and the like. Generally the loans must be repaid at the end of the marketing season for which the loans were made. The interest rate on these working capital loans in December was 4 percent.

"What about the other class of loans, Mr. Peck—the facility loans?"

"Well, facility loans are made for the construction or acquisition by purchase



F. W. Peck.

or lease, or for refinancing such construction or acquisition by physical marketing facilities. This property must be used for the preparation, handling, storing, processing, or merchandising of agricultural commodities or their food products.

### Security

"As for security, it is a mortgage on the property itself together with such other collateral as the bank may require. The duration of each loan is determined by the applicant's volume of business, earnings, and other factors affecting his ability to repay. The interest rate in December was 4½ percent.

"Regardless of whether a facility or a working capital loan is obtained, each organization borrowing from a bank for cooperatives must own \$100 of capital stock in the bank for each \$2,000 or part of \$2,000 borrowed. The bank for cooperatives making the loan will repurchase the capital stock from the borrower when the loan is paid off. It will buy the stock at the original price less any impairment due to losses.

"Though the banks for cooperatives are authorized to make loans for operating capital and for refinancing operating capital indebtedness, they are not authorized to make loans to cooperative purchasing associations for physical facility purposes or for refinancing physical facility loans.

### Intermediate Credit

"This", he said, "covers in a sketchy way some of the high lights on facility and working capital loans made by the banks for cooperatives. The other kind of credit being made available to farmer cooperatives is called intermediate credit. It is being extended by the Federal intermediate credit banks and is handled through that division of the Farm Credit Administration. Those banks made loans to cooperatives to enable them to make advances to their grower-members on commodities delivered to the associations. Loans also are made to pay the costs of marketing such commodities. Loans to cooperative purchasing associations are made principally to help them carry their necessary inventories.

"The loans generally are made upon the security of warehouse receipts, bills of lading, or other shipping documents covering staple, nonperishable agricultural commodities. They also are made on supplies bought for resale to farmer members. Ordinarily such loans through the Federal intermediate credit banks, mature in from 3 to 9 months. The interest rate on December 1 was 2½ percent for one of the Federal intermediate credit banks and 3 percent per annum for the other 11 banks."

"What are the special services to co-ops that you spoke of a few minutes ago", I asked. "As I understand it, they consist largely of management suggestions, an accounting and auditing service, and advice as to methods or organizations. Am I right?"

"Yes; and I believe this function of the cooperative division is just about as important as the banking function. The services consist of those you have just mentioned and also include general advice on the importance of collective organization, information on the status of the cooperative movement in general, and field studies of commodity industries.

"You know", he said, leaning back in his chair, "we believe that to obtain credit from the cooperative division, cooperatives must be producer-owned and producer-controlled."



# County Organizations that Work

*What is a successful county extension organization? Here are two suggestions from Connecticut*



C. D. Lewis.

**C**OUNTY AGENT C. D. Lewis says that a successful organization is one that gets farm people to recognize their most important problems and plan a definite solution. When he came to Hartford County 5 years ago, he found a cumbersome organization with a few overworked officials. Under his direction this has grown into a smooth-working, democratic organization in which more than 200 people are assigned a definite job planning and executing the extension program. Extension work in Hartford County is carried on by three agents and two assistant agents and is supported by the farm bureau which must raise at least \$1,000 per year to qualify for State funds.

The fall of 1933 saw the organization plan we have been working on for the last 5 years at last put into complete operation.

Briefly the plan calls for initiation of the program in local township meetings, with the responsibility for working out the details of the rural program and its execution placed on a township board of directors and county project committees, with the approval of the county executive board.

There are 29 townships, or, as we say in New England, towns in Hartford County. Each of these towns has a board of five directors. The chairman of the town board is the business manager. The other directors represent agriculture, homemaking, and boys' and girls' 4-H clubs. This directorate together with the officers and executive board are elected by the membership at the annual meeting.

The county organization includes an executive board and several commodity or departmental committees. At present there are five agricultural project committees functioning—tobacco, dairy, poultry, fruit, and vegetables.

The first step in program making is the local township achievement and planning meeting when the past year's accomplishments on the extension program are discussed by local leaders and suggestions for the future made.

These problems and suggestions are then taken to the county project committees, who make a thorough study of the economic and other factors bearing on their particular project.

For instance, at a recent conference on tobacco policies the tobacco extension economist presented the facts pertaining

to stocks of tobacco on hand, total supply, disappearance of cigars and number of year's supply on hand. The farm accountant for the Extension Service presented cost of production figures. The extension agronomist presented facts pertaining to the general fertilizer situation. The State director for the Regional Agricultural Credit Corporation presented the facts concerning this organization. The extension vegetable economist presented facts pertaining to the possibility of expanding the production of different vegetable crops. The agricultural agent presented facts obtained from a cooperative survey of acreage changes in the tobacco area. Two representatives of the tobacco experiment station presented facts concerning the type and nature of tobacco experimental work. Based on these facts the tobacco committee builds a program for the extension agencies in the tobacco area.

The programs are then presented to the executive board for action after which the town directors are called together and the program presented to them.

The plan is far from perfect, but it is a definite attempt at getting farm people to really plan and execute their own extension program. In all, more than 200 people are assigned a definite job. Membership in the farm bureau has increased from 300 to 600 under this plan.

The agricultural agents in Hartford County have this year, largely as a result of the improved county organization, been able to make 1,200 farm visits which is 200 more than last year. They had 1,300 calls personally at the office which is 800 more than last year, and had 3,200 telephone calls which is 1,200 more than last year. They held and attended 324 meetings with an attendance of 20,000, which is 24 more meetings and 5,000 more attendance than last year.

## County Committees Prove Their Value



Raymond Clapp.

County agent Raymond Clapp has a similar setup in New Haven County. Here, too, there are 3 agents and 2 assistants and the extension program is carried through the farm bureau. Mr. Clapp lays particular emphasis on well-selected committees and feels that this is the secret of his smooth-

running organization. The following examples seem to prove this theory.

It was nearly 4 o'clock on the afternoon of December 15, 1924. Twenty-five members of the county dairy committee were gathered in one of the dining rooms of the Hotel Bishop at New Haven. Ever since paying for their 65-cent luncheons early in the afternoon the members had been discussing how to replace more scrub bulls with purebreds.

Among the 25 dairymen present were four honorary members, distinguished citizens of the community, representing the Guernsey, Ayrshire, Jersey, and Holstein breeds respectively. The other 21 members were prominent farmers whose principal source of income was the sale of milk from their dairy herds.

John A. Simms, dairy specialist, with the use of a blackboard, had been pointing out what the elimination of scrub bulls would mean to the county in dollars and cents 10 years hence.

Soon, one by one, the members of the committee would be leaving to rush home and get the milking and evening chores under way. Undoubtedly H. H. Tomlinson, the white-haired, yet youthful-feeling chairman realized this fact, for all at once he was on his feet and speaking as follows:

Gentlemen, this plan sounds good. We all ought to get behind it and put it across. Will each one of you who is willing to pledge himself to see at least five fellow dairymen during the next 6 weeks and try to sell them the idea that they need a pure-bred bull, please stand? [Every man in the room, some enthusiastically, others more sedately, rose to his feet.]

Gentlemen, we will meet here again on February 2 to report progress. Meeting adjourned.

Six weeks later the committee met and it continued to meet at intervals throughout the year. The final result was the placing of 143 pure-bred bulls on the dairy farms of the county.

During the years that have followed, standing committees on dairy, fruit, vegetables, poultry, homemaking, and 4-H clubs have been appointed yearly by the county extension organization.

The origin of three different marketing cooperatives can be traced directly to the work of these committees. An increase in the acreage of alfalfa by 600 percent, a reduction in chick mortality from 25 to 7 percent, and many other worth-while accomplishments can be attributed to these committees or to special committees created for a particular job.



# Plans, Plants, and Planting



The home of F. F. Miller, LaCrosse County, Wis., after planting shrubbery on the grounds, and the same home before any planting was done.

**A**TTRACTIVE FARM HOMES—Appealing school yards—inviting rural parks; what pride and satisfaction these can develop in the rural community.

“Who is there who visions the future of extension work who does not see these things in a rounded-out program in rural communities?” asks Norman A. Morris, extension specialist in landscape design at the University of Wisconsin. Economists and rural sociologists alike are calling attention to the greater percentage of the time of rural people that is being devoted to recreational activities.

“Rural people, in general, are envious of the neat yards and shrub-trimmed grounds that surround the homes of the city people”, says Morris. “Yet, rural homes have practically all, if not more, advantages for planting and for improving the appearance of the home grounds. Farmers usually have ample ground for a good lawn, for trees, flowers, and shrubs. In nearby woods grow the hardy shrubs and trees that can be fitted into a practical planting plan. They have at their disposal fertilizer to make these

grow. There are the natural surroundings that give that excellent setting for the home buildings.”

In Wisconsin, rural people each year are taking an increased interest in planting and planning for beauty both in their homes and communities. In 1933 thirty-five counties were engaged in some form of grounds-beautification work. Three counties carried on home-grounds contests in which farmers and their families vied with their neighbors and other contestants for honors in the amount of improvement to their yards and home grounds, 192 farm homes having been entered in this contest. Three other counties carried on school grounds-improvement contests. Forty-six schools improved their grounds in this activity. A score or more other counties were engaged in contests to improve cheese factory grounds where bleak grounds and unsightly objects were transformed by painting, planting, and landscaping into places of civic pride and interest. In this contest 102 factories made improvements.

“Before entering a contest, the common question that is asked by every

prospective contestant is, ‘Is it going to be expensive?’” reports Morris. “Fortunately there are a great many things that can be done to improve home grounds, school grounds, rural factories, and parks, with little, if any, expense. The biggest item is that of labor which the people do themselves.”

Once the plan has been outlined and the work begun, it is not uncommon in the Badger State to see farm homes changed in appearance in 3 months with no outside expense whatever. In this improvement work, drives have been graded and often graveled with material from nearby pits. Gravel walks have been built, lawns regraded, and fences around the grounds repaired. Lattice-work under porches has made startling changes in the appearance of the building itself. An example of a farm home changed in appearance by mere planting is shown in the two accompanying pictures of the same farm home, the one taken before and the other after the planting had been done.

Wisconsin is favored with an abundance of native shrubs and trees so that farmers have obtained from their own wood lots enough materials to plant their grounds. Many people have been surprised to find that shrubs in the brush of the woodside make good landscape plants. The brilliant sumac, the graceful elderberry, the colorful dogwoods, and the regal viburnums have served farmers’ needs as well or better than any foreign importation.

The rural people of Wisconsin have been assisted in their grounds-improvement work by the horticultural department at the college of agriculture. The plan as carried out by a landscape specialist has consisted of three methods: First, contests; second, demonstrations; and third, illustrated lectures with colored slides.

A typical plan for such a contest is as follows:

## September

A visit is made to each contestant’s home, at which time the specialist gives suggestions on improving the grounds, and usually prepares a sketch planting plan for some part of the work, in many instances foundation planting. Preliminary judging is done and bulletins are given the contestant at this visit. An evening meeting is held at which an illustrated lecture is given on Home Grounds Beautification.

(Continued on page 8)



# A Terracing Program that Builds Terraces

**A** TERRACING PROGRAM has been inaugurated in Tallapoosa County, Ala., which may point the way to eventual permanent solution of one of the American farmer's knottiest problems—that of soil erosion.

Under the leadership of Fletcher N. Farrington, county agricultural agent, farmers of the county and the court of county commissioners have begun the execution of a 5-year plan which it is expected will result in the proper terracing of every farm in the county.

The program is cooperative in nature. Though farmers of the county are paying the entire cost, the work is made possible through initiative and assistance given by their county government.

Soon after becoming county agent with headquarters at Dadeville 2 years ago, Mr. Farrington realized that one of the biggest tasks confronting farmers of the county was to reclaim thousands of acres of red Piedmont hilly land which was washed and gullied as a result of the rains and clean cultivation of past years.

The problem was brought forcefully to the attention of the county commissioners through tax-adjustment hearings. Farmer after farmer in appearing before the court to secure a reduction in their assessments would state that it was impossible for them to pay taxes on their land because it was virtually washed away.

## *Terracing Schools*

To meet the need, County Agent Farrington and J. B. Wilson, extension agricultural engineer of the Alabama Polytechnic Institute, held two terracing schools at which 26 leading farmers of the county were trained in terracing and received certificates as licensed terracers. Through these leaders, demonstrations

in terracing were established on farms in all parts of the county. Educational work on the subject was continued by Mr. Farrington through meetings of farmers, bulletins, circulars, and press articles. In addition, he procured the services of an airplane photographer from Maxwell Field who flew over the county and took 33 photographs which picture in graphic detail the damage being done to farm lands by soil erosion. These pictures were used in contrasting poor terracing with good terracing and to stimulate interest of farmers in saving their soil through the use of good terraces and winter cover crops.

## *County Commissioners Aid*

As a result of this educational work and the tremendous loss to the county through depletion of the soil, the court of county commissioners became intensely interested in the problem and together with Mr. Farrington and Mr. Wilson devised a program which has met with almost universal response from the farmers of the county.

It became apparent that, due to lack of equipment and horsepower and to the nature of the soils of the county, which are of the Piedmont Cecil type and therefore somewhat heavy, most Tallapoosa farmers were not able to do an adequate terracing job as individuals. Therefore, County Agent Farrington and the commissioners decided to provide tractors and terracing equipment. In fact, the commissioners came to the conclusion that the terracing of land was equal to road building, if not greater, in importance.

The Tallapoosa County Soil Erosion Club was organized and actual work was begun a short time ago. The work was started with one outfit consisting of a

tractor and a terracing machine. Four outfits are now in operation which terrace approximately 10 acres a day each. It is expected that six other outfits will be added before the work is completed.

Farmers who wish their land terraced apply to the Soil Erosion Club. When the work is done by one of the tractor outfits, the farmer is charged with the total cost, including labor, fuel, and depreciation. In this way the program is made self-liquidating, meaning that there will be no cost to the county government but that the entire cost will be borne by landowners whose farms are terraced.

The charge for terracing runs from \$1 to \$2.50 per acre, depending on the slope of the land, the number of terraces needed, and other similar factors. No farmer is charged less than \$1 and none more than \$2.50. County Agent Farrington estimates that good terraces enhance the value of land from \$5 to \$10 per acre.

It is expected that from 4,000 to 6,000 acres will be terraced this season. There are approximately 87,960 acres of field lands in the county and most of the land is in need of terracing, according to County Agent Farrington. Applications for terracing come in at the rate of about 700 acres a week. The county commissioners and Mr. Farrington are being assisted in the work by the licensed terracers who give expert service to farmers in running terrace lines and supervising the terracing work.

County agents and county officials from counties adjoining and near Tallapoosa have visited Tallapoosa to study the program and it is expected that similar work will be under way in an effective manner soon in Chambers, Coosa, Randolph, Lee, and other counties.

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## Plans, Plants, and Planting

*(Continued from page 7)*

### *April*

Planting demonstrations are held at one of the homes. Contestants are shown correct methods of planting, pruning, and maintenance. An illustrated evening meeting is held at this time on the subject, How to Recognize Native Shrubs and Trees.

### *August*

The final judging and achievement program includes the awarding of prizes and an illustrated lecture on Garden Features on the Home Grounds. Prizes

are given for homes making the most improvement and also for the most attractive homes. In this way, everyone has an equal chance.

Demonstrations are conducted in several counties each year. Four farms are selected in different sections of the county, and plans are prepared by the specialist for arrangement and planting of their grounds. In the spring a planting demonstration is held at each of these farms. These farms are then checked each year by the specialist so that they may set a standard for the community to follow.

Illustrated lectures with colored slides are given whenever possible throughout

the State, both as a stimulus for the work, and to bring to the people the principles of landscape work.

The following quotation from Harriet Keeler's "Our Northern Shrubs" illustrates the point very well. "It makes a great advance in the intellectual cultivation of the individual when he is able to appreciate the beauty of familiar things, and does not wish to destroy an object simply because it is well known."

So we find that home grounds can be improved at slight expense to the rural home owner, and the satisfaction and pride in having beautiful grounds will be real compensation for the time and effort the individual spends.



# Tobacco Production Adjustment Programs

**A**LL THE PLANS under the Agricultural Adjustment Act for bringing the production of the commercial types of tobacco in line with a substantially reduced domestic and foreign export demand include benefit payments to growers. These payments, made, or to be made, with respect to the 1934 crop, total about \$25,000,000. In addition to which many growers are receiving materially increased prices for the 1933 crop of several kinds of tobacco, and the prospects are favorable for a higher level of prices to producers in 1934.

In 1932, 1,421,700 acres were planted to tobacco; the average yield was 714 pounds per acre, and the crop totaled 1,015,000,000 pounds. In 1933 tobacco was grown commercially on 1,740,000 acres by about 400,000 farmers in 19 States. In 1933 the crop exceeded the 1932 total by about 320,000,000 pounds, in spite of low prices and a greatly abridged export outlet.

Early in 1933 the adjustment program for producers of cigar type tobacco became effective in the areas of its established production—Connecticut, Massachusetts, Vermont, Pennsylvania, New York, Wisconsin, Minnesota, Indiana, and Ohio. Growers signed the agreement to reduce their 1933 production by 50 percent. They received benefit payments approximating \$2,000,000, of which \$1,274,448 had been paid up to January 2, 1934. The agreement may be renewed in 1934 and 1935 by the Secretary of Agriculture.

## Burley Tobacco

For the adjustment of Burley tobacco production, the plan calls for a reduction in 1934 production by 33½ percent, or 50 percent of the grower's base figure. It limits the crop to about 250,000,000 pounds, and the participating growers will receive about \$15,000,000 in benefit payments. These growers are located in Kentucky, Tennessee, North Carolina, Virginia, West Virginia, Ohio, and Indiana.

For the growers of fire-cured tobacco, which is grown in Kentucky, Tennessee, and Virginia, the program, by agreement with growers, would limit the 1934 crop to about 110,000,000 pounds, reducing their production by 25 percent from their base. The benefit payments offered total about \$1,700,000.

Under the agreement offered to growers of dark air-cured tobacco, the 1934 crop would be limited to between 30,000,000 and 35,000,000 pounds by reductions of 30 percent in the base figures, and growers under the plan would receive approximately \$715,000 in benefit payments.

This type of tobacco is grown in Virginia, Tennessee, Kentucky, and Indiana.

## Marketing Agreement

A marketing agreement for handlers of Connecticut Valley shade-grown tobacco became effective December 11, following signatures by a majority of those in the industry and approval by the Secretary of Agriculture. It applies to shade-grown tobacco in Connecticut, Massachusetts, New Hampshire, and Vermont. Under its terms, allotments of acreage to growers and allotments which handlers may handle are permitted. It authorizes the establishment of a minimum price for sales by handlers and prices to be paid growers. The agreement requires that all tobacco sold by handlers be graded under Federal supervision; provides for handlers to submit required reports to the Secretary; and fixes terms and conditions under which shade-grown tobacco shall be sold. This agreement is the second to be approved in the tobacco industry. The first was a marketing agreement for flue-cured tobacco.

The production adjustment program offered to growers of certain grades of Maryland tobacco seeks to reduce their 1934 crop by 25 percent of their base tobacco acreage and base tobacco production. It is estimated that about 40 percent of the Maryland growers will find it advantageous to take part in the program, the main object of which is to reduce the production of the lower grades. Rental and benefit payments to participating growers are expected to total about \$140,000 and improve the general price for this kind of tobacco. Under the agreement, the Secretary of Agriculture has the privilege of requiring in 1935 a reduction not exceeding 30 percent of the grower's base tobacco acreage and production, in which case benefit payments would be continued.

## Processing Taxes

The processing taxes on the various kinds of tobacco became effective October 1, 1933, and are borne by the domestically consumed portion of the crop. In recent years the share of production of the several kinds consumed in the United States has been about as follows: Dark air-cured, from three fifths to four fifths; flue-cured, Virginia fire-cured and Maryland, one third to one half; Kentucky, Tennessee fire-cured, one fifth to one third. Burley and cigar types are practically all used in this country. The benefit payments to growers are paid out of revenue derived from the processing taxes.

With the exception of the domestic processing taxes on cigar-leaf tobacco, these taxes were levied at rates equal to the full difference between the current average farm prices and the fair exchange values. The processing tax on the first processing of cigar-leaf tobacco of 3 cents a pound, farm sales weight, is designed to prevent the accumulation of surplus stocks and the depression of farm prices of cigar-leaf tobacco which might result if the full tax rate, equal to the difference between the current average farm price and the fair exchange value, were levied.

The object of the tobacco production adjustment programs is to aid growers on making such adjustment in supplies of tobacco as to enable them to obtain fair exchange value for their crop. Fair exchange value, or parity, is the price for tobacco that will give it the same purchasing power, with respect to articles that farmers buy, as tobacco had in the base period 1919–28. In that period, for example, 1,000 pounds of tobacco on the farm would buy more units or quantities of things that farmers buy than they would have bought since that time.

The processing taxes on the six kinds of tobacco into which United States production has been classified by the Agricultural Adjustment Administration are as follows:

*Processing tax (rate per pound)*

Kind of tobacco	Farm sales weight	In processing order or condition	
		Stem not removed	Stem removed
	Cents	Cents	Cents
Cigar-leaf.....	3.0	3.75	5.0
Maryland.....	1.7	1.8	2.4
Burley.....	2.0	2.3	3.1
Flue-cured.....	4.2	4.7	6.1
Fire-cured.....	2.9	3.2	4.1
Dark air-cured.....	3.3	3.8	5.1

In consideration of the payments provided for reducing production, producers are required to restrict the use of the land taken out of production and to limit their production of other basic agricultural commodities. In the tobacco production adjustment agreements, the standard regulation applying to the use of rented or retired tobacco acreage reads:

The producer shall use the rented acres only as follows: All or any part may be left idle or planted to soil-improving or erosion-preventing crops or to forest trees or to pasture; not more than one half may be planted to food crops for home consumption on this farm or to feed crops for livestock (or livestock products) for home consumption or use on this farm.

(Continued on page 10).



# Florida Meets Outbreak of Screwworm Fly

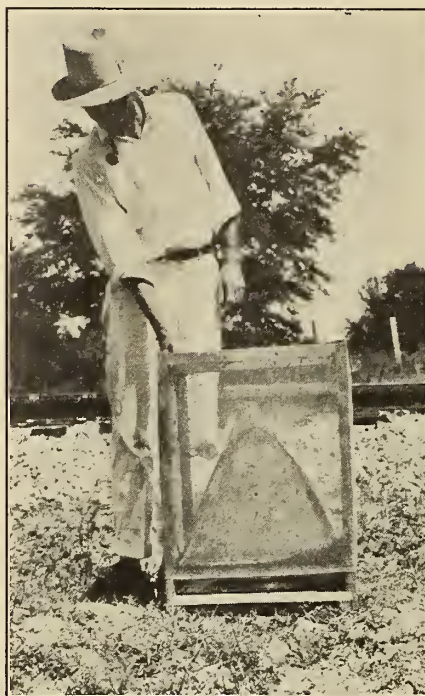
**T**HE SCREWORM FLY—one of the blowflies—has been troublesome in Texas for a number of years, but when it invaded, in destructive numbers, certain south Georgia and north Florida counties in the late summer of 1933 it presented a real problem. Entomologists say that it has been present in this area for a long time, but generally its numbers are so small that it breeds only in carrion. Either its parasites became less effective or during the summer and fall of 1933 conditions became especially propitious for its spread. It became so numerous that it was attacking and killing some live animals with any scratches or bruised places on their hides. In some cases it wrought costly destruction.

The situation demanded and received the attention of county agents early in the infestation. Veterinarians of the Florida State Live Stock Sanitary Board and in private practice, as well as veterinarians and entomologists with the Florida Agricultural Experiment Station, gave valuable assistance in controlling the pest. In some places county commissioners and welfare agencies lent their aid. The result of this effective cooperation between all agencies was that losses were prevented and livestock owners were saved money.

Appearing first in border counties of south Georgia, the pest soon became of major importance in Leon, Jefferson, Madison, Suwannee, Baker, and Taylor Counties of Florida. It also gave trouble to a lesser extent in Lafayette, Columbia, Hamilton, Dixie, Wakulla, Gadsden, and Jackson Counties.

In Taylor County the cooperation of all agencies was complete, and the campaign was outstanding. Trouble from the screwworm fly was first observed in the northern part of Taylor County in mid-August. County Agent R. S. Dennis,

already on the lookout for the pest and informed about control measures, held a meeting of all livestock owners in the county on August 24, that they might be given all available information as to treatment of infested animals and means of control of the pest. The county agent and representatives of the State Live Stock Sanitary Board, State Extension Service, and Experiment Station outlined these control measures and suggested that every effort be made to patrol the ranges and burn or bury all dead ani-



County Agent Dennis demonstrating the screwworm fly trap.

mals as soon as they were found. With an area of 1,050 square miles carrying 20,000 cattle and 40,000 range hogs, the proper patrolling of the ranges proved to be too big a task for the livestock

owners alone, and the infestation of screwworm flies continued to spread, both in area and in intensity.

Early in September, County Agent Dennis discussed the matter with the board of county commissioners in session at Perry, Fla., and with the local unemployment relief council. The commissioners agreed to furnish materials for building at least 100 traps and the council agreed that their labor should build them and look after them. One of the commissioners and the county agent conferred with the State director of unemployment relief, and the local council was authorized to employ three men regularly for patrolling the ranges and to use other unemployed labor as needed. The county was divided into three districts and each regular man was given a district. Each selected local patrolmen for his district, and arrangements were made to patrol all ranges twice a week. Every dead animal found was burned, and injured ones were reported to owners for treatment. Reports were made regularly to County Agent Dennis.

After a carcass was burned, a trap was set and baited nearby to catch any adult flies which might emerge from the ground near where the carcass had been burned. The bait was placed in water containing a little nicotine sulphate to prevent the bait itself from spreading the infestation. The traps were remarkably successful in catching flies, and it was not uncommon to find them with over a gallon of screwworm flies in them.

Mr. Dennis says that the fly was almost eradicated in the originally infested area during the first three weeks of the campaign, but the ponds dried up and dead fish gave the fly a new lease on life. However, succeeding trouble was much less in that area, and the spread of the fly to additional areas in the county was practically stopped.

## Tobacco Production Adjustment Programs

*(Continued from page 9)*

Another regulation in all the tobacco contracts is as follows:

The rented acres must not include waste, gullied, or eroded lands, but shall be tillable land suited to the growing of tobacco, and fairly representative of the tobacco land on this farm.

In the case of the cigar tobacco production adjustment program which was the first offered by the Agricultural Adjustment Administration, the provisions in

regard to the use of land taken out of tobacco production by growers under the agreement were practically the same in principle as those embodied in all the other tobacco agreements.

The agreements are uniform in providing for the distribution of each adjustment payment to share tenants or share croppers as their interest may appear. Furthermore, the producer, under an agreement, is not permitted to reduce the number of his tenants or croppers engaged in growing tobacco on his farm in 1934 below the number so engaged in 1933, because of reduction of tobacco acreage

and production, or because of other provisions of the agreement.

**T**HE Ready Workers 4-H Club of Laconia, N.H., has been awarded a \$40 prize for roadside beautification. Their work consisted of thinning and pruning a strip of pine woods several hundred feet long and nearly 300 feet wide, which lies between Lake Winnisquam and the highway. Now motorists can see the lake which was once hidden by brush and trees. The boys worked a total of 1,500 hours.



# Using Extension News Calendars

**E**XTENSION news calendars come to the front with New Year's resolutions. The following excellent examples of such calendars speak for themselves. The first one, which was worked out and used successfully by County Agent J. V. Highfill, Franklin County, Ark., was submitted after reading County Agent Wilson's ideas on the subject in the October issue of the Review. The second, prepared by W. H. Darrow, Texas extension editor, for the county agent news-writing conferences, has been supplied to all Texas county agents.

## Arkansas Calendar Brings Results

**I**N THE case of the extension news calendar for Franklin County, Ark., plans were made at the beginning of the year to make the greatest possible use of stories in the weekly and daily press as well as on the radio, as the great importance of bringing extension activities to wide public attention was realized.

From experience, it was found that the haphazard method of writing news at odd times was not effective and that the greatest good through news stories could not be accomplished in this manner. By observing the old method of news writing there seemed to be a let-down in the amount of information prepared during the summer months and perhaps too much subject matter in the winter and spring months. When subject-matter stories were written Agent Highfill found that the story was more widely read if it was built around some news feature.

A year's use of this news calendar has led to much more systematic news writing on the agent's part. It has reminded him also, in connection with individual stories, to consult demonstrators and individuals in advance of the release of the stories so that their opinions may be incorporated.

The use of stories in the calendar has insured the release of seasonal stories at the proper time as well as affording plenty of time for writing the stories.

During the year 194 subject-matter and news stories were released to two different county newspapers, besides five radio talks and numerous other news items which appeared in daily papers and several monthly farm magazines. County Agent Highfill gives the following specific results which he attributes to an efficient news service.

The results of 11 pork-cutting and curing demonstrations were the basis of a series of news stories which has almost revolutionized the curing of pork in Franklin County. Hundreds of farmers have written or called for the sugar-cure method of curing pork, and the old salt cure has given way to the sugar-cure method.

Because the results obtained in shipping potatoes cooperatively by the Charleston Potato Grower's Association were written in the form of several news stories, the membership of the organization was increased from 14 to 35. After hearing of the success of the association through the press, farmers became eager to join in order to market cooperatively.

In order to obtain a good acreage of Korean Lespedeza, a series of news articles was written in regard to this legume, which resulted in 300 acres being seeded in the county. The only means by which the value of this crop was learned by farmers was through the press. A good acreage are established the first year.

A series of news articles which included subject matter relative to the soybean and the experience of those who had grown soybeans, was written early in the spring. Due to this newspaper campaign, over 500 acres were planted to soybeans in the county. In previous years, soybeans had been practically unheard of by farmers of this county.

The fact that Franklin County signed 124 percent of her quota in the recent cotton acreage reduction campaign is to a large extent attributed to the large amount of publicity devoted to this one campaign. A series of stories is also largely responsible for 67 percent of the abandoned cotton acres being planted to feed crops in this county.

A series of news stories resulted in 25 percent more winter cover crops and pasture crops being planted in the county than were planted last year. Publicity also brought out 250 farmers to view the exhibit train which made a 1-day stop in the county.

Farmers of the county became interested enough from what was written in the county papers relative to cooperative shipping of livestock so that 55 farmers shipped \$3,701.51 worth of cattle and sheep. No meetings were held. Publicity was used all together, which brought them in to see about it, and they shipped their livestock.

Early in the fall, a short series of news articles was published in regard to economical storage of potatoes for those who did not possess storage houses. These articles brought dozens of men in to inquire. Many of them returned home and put their potatoes away in the manner recommended.

A series of news articles from May to October 13, the date of the county fair, is responsible largely for the 5,000 people who attended the fair each day.

News stories alone sold the idea to enough farmers that they bought 300,000 strawberry plants through the county agent and thereby established over 100 acres of a new early spring cash crop in the county.

The following are two sample months of the calendar itself:

## Calendar for News Stories

January 1933

### Subject Matter

Certified potato seed  
Spraying for peach leaf curl  
Hog flu or pneumonia  
Preparing land for strawberries

## News—County and State Extension Activities

Outlook meetings  
St. Mary's Club wins State championship  
Agents' conference  
Farm machinery week  
Cattle epidemic outbreak  
Demand for cowpea seed  
Plan of work  
County agricultural committee meets

### Demonstration Results

Potato yields  
Spray results  
Strawberry yields

February 1933

### Subject Matter

Planting strawberries  
Home orchards  
Value of Lespedeza  
Spray schedules  
Care of barnyard manure  
Lespedeza sereca

## News—County and State Extension Activities

Monthly outlook  
To ship car of poultry  
Potato growers' association buys seed  
Live-at-home week  
Federal farm loans  
Results of meat cutting and curing work  
Bills in State legislature

### Demonstration Results

Pasture results  
Lespedeza results  
Results of brick brooder  
Stove demonstrations

## A County Agent News Calendar for Texas

The Texas county agents' news calendar developed for the annual extension conference by W. H. Darrow, extension editor, is, as he says "a fresh attempt to help agents with their local news writing."

One of the big handicaps in developing a good local news service is the agent's frequent inability to recognize news. Often they know there is news in the fall of the year when demonstrations are being completed, but challenge anyone to show them news throughout the year. This calendar attempts to meet this challenge by using a typical plan of work on only four lines of activity and listing at least five good news stories every week in the year.

The following excerpts from the calendar itself give an idea how the calendar was made up and the type of stories suggested. Many of the suggested titles for stories had to be omitted because of lack of space.



**Features of the Assumed Plan of Work**

1. Cotton campaign.
2. 4-H club work.
3. Filling the farm storehouse demonstration.
4. Terracing.

**Cotton Campaign**

About December 1 to March 1, May, July, August, September. Kinds of stories: General plan—how it works out in John Doe's case; county organization plans; notices of community meetings; names of county campaign committees; names of community committees; officers of county production control association; progress of sign-up campaign; good uses planned for retired acres; good farming methods in use on cotton farms; information stories on arrival of cash rental checks.

(The original calendar contained many more suggestions for stories which cannot be included here for lack of space.)

**4-H Club Work**

Throughout the year with emphasis on fall months. Kinds of stories: Summary of 1933 club work; summary of results in each line of club work, as corn, cotton, pigs, chickens, etc., including names, average yields, profits, etc.; club plans for 1934; names of club members as enrolled by communities; progress of each kind of club work, as "all the corn is planted"; "bees gained 2 pounds per day last month", etc.; progress of individual members, as "Johnny rigs up novel pig-weighing scales", etc.; individual achievement stories of several of the high-record boys in each line of work; group achievements in terracing, spraying, pruning, culling, etc.; summary of all results in each line of club work.

**Filling the Farm Storehouse Demonstration**

Entire year, emphasis on early spring and fall. Kinds of stories: Outline of a simple plan for making most of family food supply at home; names of demonstrators enrolling for filling farm storehouse demonstration; trees and vines demonstrators are planting for fruit; how farmer A uses skim milk for hogs and chickens; how farmer B handles his garden etc.; progress of living-at-home demonstrators—how many of them, total acres, average cows, chickens, garden per farm, etc.; number of living-at-home demonstrators whose wives are 4-H pantry demonstrators; summary story of how much stuff stored for winter, how much eaten fresh, how much demonstration has been worth to them; brief achievement stories on 10 or more individual families that have done well.

**Terracing**

Throughout year, emphasis on fall and winter. Kinds of stories: Summary of all terracing in county last year, how many farms and acres, how much the cost and how much the value; summary of all terracing done in county in all time, and how much remains to be done; summary of demand for terracing help and county agent plan for handling it in 1934; progress reports from month to month during

season of recent terracing done; stories of individual terracing success; list of farmers trained to run lines, and summary of what they have done this year; many 1-sentence stories on general theme "What terracing has done for me."

The suggestions given for stories throughout the year on these four lines of extension work were woven together into a suggestive news pattern for every week in the year as shown in the following sample weeks taken from the calendar:

**January 15**

Names of community cotton committees.

Marketing retired acres.

Questions and answers on cotton contracts.

Names of demonstrators enrolled in "Filling farm storehouse demonstrations."

How farmer Jones cured beef.

**January 22**

Officers of county cotton production control association.

More about campaign progress.

How farmer X and wife made a living at home last year.

Club beees gained 2 pounds per day last month. More names of demonstrators in filling farm storehouse demonstrations.

**January 29**

Preliminary summary of cotton sign-up.

The job confronting county allotment committee.

Cropping plans for filling farm storehouse demonstration.

How farmer P and wife have cut grocery bill by living at home.

Key banker supplies club boys with seed corn.

**February 5**

How leading community put over campaign.

Progress of county allotment committee.

Good farm systems planned by local farmers.

How farmer O profits from improved permanent pasture.

Farmers order fruit trees and vines from home fruit supply.

**February 12**

Plans for signing cotton contracts.

Final figures on cotton applications.

Complete summary of filling farm storehouse demonstration (number demonstrations and average acreages, livestock, etc.).

Club boys run terrace lines on three farms.

**February 19**

Progress in signing cotton contracts.

Story of farmer attitude toward cotton plan.

Good uses planned for retired acres.

How farmer R keeps car up on egg sales.

Farmer terraces pastures.

**A 5-Year Beautification Plan**

More than 200 homes in four communities of Greene County, Ark., are interested in a State-wide 5-year contest program for home and community beautification. All of these projects are under the direction of chairmen of the home-demonstration club. They are completing the fourth year of this competition, which started in one community 4 years ago, and has added a new community each of the succeeding years.

Every home in these four communities is interested in the plan and has done some work toward the visual beautification of the homestead. They have removed dilapidated buildings; are making permanent plantings of native shrubs; have painted houses and barns, and have improved lawns and pastures, with results that please the eye.

Even when one of the schoolhouses was destroyed by fire, after plantings had been made, the community turned out and made new plantings on the grounds.

The winners of the contests have been very helpful with their suggestions to the other participating members. The use of native plants has kept the expense low and has in turn made the project available to all. Cooperative suggestions have aided the local club members in formulating the individual home-planting plans.

**4-H Camp on Historic Site**

Rusk County, Wis., has a new 4-H camp, located on a spot which 60 years ago saw the footsteps of early settlers of that region, writes County Agent C. O. Ebling. It is the site of an old log hotel, where teamsters stopped over night with their huge loads of lumber. Delinquent taxes had claimed the place along with second-growth trees and numerous weeds.

County commissioners, upon request, deeded the property, a tract of 86 acres, to the 4-H clubs and future farmers as a permanent camp site.

The 4-H boys and girls have already made improvements on their camp and the shades of yesterday look upon the smiles of today.

**T**HE LARGEST single problem on poultry farms in New York has to do with marketing and concerns the profitable sale of broilers, according to 283 farmers who were asked to give a list of topics for discussion at poultry meetings.

**B**OYS and girls in 4-H clubs reached a new high in New Hampshire in 1933 with a total enrollment of 7,478.



# Presenting the Economic Situation Through the Press

*One of the best newspaper feature articles based on an economic survey of a county and the outlook which has come at any time to the attention of the editor was one by County Agent M. D. Butler, on the agricultural page of the Sunday Chronicle-Tribune, Marion, Ind., February 28, 1932. This was used as a lead article, using two "streamer heads" across the top of the page. Written 2 years ago, it brings home to us, also, the vital changes which have taken place in the economic situation in every county. The article follows in part:*

## GRANT COUNTY AMONG LEADING FARM SECTIONS

### Plans Nearing Completion for Annual Series of Outlook Meetings

### FARMERS ARE QUICK TO SEE CROP CHANGES

### Agriculturists of Community are Prepared to Adapt Selves to Necessary Condition Changes

Although market prices on farm products have dropped considerably during the year, Grant County farmers are rapidly adapting themselves to present conditions, and by reducing costs, culling out nonpaying departments of the farm, and working scientifically incomes for the coming season are expected to be far greater than during 1931.

The above statement comes after a survey of Grant County farm conditions and is probably as accurate a forecast for agriculture in this community as is obtainable. Farm leaders seem sure that the farmer is due to receive more profits this year, and the fact that farming is one of the best money-making industries is seen in the back-to-the-farm movement.

Extension work is going to aid the farmer this year probably more than ever before. Through county agents and organizations which cooperate with these county agents the United States Department of Agriculture is bettering farm conditions. Probably one of the best examples of this work is the organization of the group in Liberty Township. Through this organization Liberty Township farmers have greatly reduced costs and have produced only the best-paying products.

Grant County is located in the heart of one of the outstanding farming communities in the Middle West. It is one of the leading diversified agricultural regions in the United States, and among the many departments of the industry found here are hog raising, poultry raising, cattle breeding, dairying, grain raising, truck gardening, and sheep production.

With nearly 4,000 farms in operation in the county there are more than 3,800 farmers actively engaged, a few of them operating more than one farm. This number is a slight increase over that of a year ago.

Although the market this year was lower than for many seasons, hog raising was probably the greatest source of income to Grant County farmers during the year. The soil is especially adaptable to producing proper feed and the climate is ideal for large production of pork.

One year Grant County was known as the largest commercial hog feeding county in the Nation and Fairmount ranked tenth in the country as a shipping point. Although total receipts in hog raising dropped from slightly over \$2,000,000 in 1930 to little more than \$1,000,000 in 1931, cost of production was also greatly reduced and the average net profit was but little reduced, especially if one takes into consideration the fact that the present dollar is worth more in commodities than a year ago.

Linked with the hog raising is the production of corn. More farmers fed their corn during last year than ever before, principally because the corn market was so low. A bushel of corn turned into pork was found far more profitable than a bushel of corn sold on the market.

Despite the low market, however, corn and other grains brought to Grant County farmers almost \$1,000,000. Of course, but a small part of this was profit, but it tended to help the economic situation greatly by the exchange of the moneys.

Dairying has been greatly improved in Grant County during the last year and the number of dairy cattle has been boosted from 15,000 a year to more than 20,000 at the present time. Milk products have not dropped in price in com-

parison with other farm products, and many farmers have turned to this branch for their largest profits.

The meat livestock industry was also good during the year comparatively and promises to be much better during the coming months.

FOURTEEN members of the Vineland, N.J., 4-H Poultry Club, owning single-comb White Leghorns, entered a pen of 16 birds in the Vineland international egg-laying contest last year. The boys, in selecting the birds for this contest, put into practice what they had learned in judging birds for egg production. The pen was assembled at the home of the local leader, J. D. Eno, one of Vineland's prominent poultrymen, and then taken to the egg-laying contest.

The pen made a very creditable showing during the year. At the close of the contest, September 24, the pen had completed the year with a production of 2,008 eggs, an average production of 200 eggs per bird. Only one bird died during the year. The assistant county agent, F. A. Raymaley, gave a monthly report at the club meetings on the standing of the pen and the individual birds. This report never failed to produce discussion among the club members.

To obtain the greatest benefit from this pen the club members have accepted the offer of Mr. Eno that he keep the pen and put in a high-production pedigreed cockerel with it. He will give each member 10 chicks from his bird next spring. This plan will distribute stock of known egg production to the members.

MORE than 1,500 Vermont children were examined last year in free school clinics sponsored by the Vermont Extension Service cooperating with the State board of health. The work was under the supervision of the home-demonstration groups in the various communities who have been emphasizing health in their home-demonstration work.

Eighty-five dental clinics were also held in six counties, with 1,792 children treated at an estimated saving of over \$5,000. Some home-demonstration groups sponsored a diphtheria-immunization campaign, with the result that 633 children were treated with toxin-antitoxin. Home nursing lectures and discussions were organized in several communities with the help of trained nurses and instruction obtained in such subjects as the care of the sick room, first aid, the home medicine chest, and simple home treatment.



## Extension Influence Carries on

**T**HE STRENGTH of the foundation work that is being done by the county agricultural agents and the home-demonstration agents is brought strikingly to light by the winners of the Moses leadership trophies at the Twelfth National 4-H Club Congress.

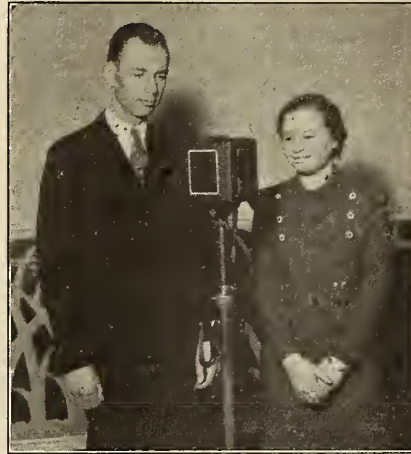
Four-H club work has a permanent place in the lives of enthusiastic rural youth. The leadership instilled in 4-H club members has aided them in temporarily carrying on, even when the extension agents were not reemployed by the county commissioners. The fact that the influence of the extension workers continues through the local leadership developed is certainly indicative of the need for the fundamental work of extension agents.

### Boy Wins Over Depression

When, in 1931 and 1932, the county commissioners failed to provide funds for employing a county agent, Hugo Graumann, of Greer County, Okla., stepped in and by virtue of his own determination, took over the direction of the 4-H clubs in his county. The success of the work he has done is reflected in the success of his demonstration teams, the growth of 4-H clubs in the county, and the State-wide inspiration that has been brought about through his visits and pep talks. The county has become famous throughout the State as a 4-H center. His own efforts have been rewarded by the presentation of the Moses 4-H Leadership Trophy.

Hugo has been in club work for 8 years and his projects have involved 93 animals, 540 fowls, and 131 acres of land. Poultry and terracing demonstration teams from the county have won honors at the State fair and a successful 4-H fair has been held in the county under local leadership. Hugo has taken part in 32 public demonstrations and 41 judging contests, having been undefeated in these activities in the county during the last 4 years.

The ability to carry on while obstacles of every kind faced her on all sides won for Doris E. Clark, of Marinette County, Wis., the coveted Moses 4-H Leadership Trophy. Her home community is located far from the county seat, is made up of a cosmopolitan group of nationalities, and has a passive indifference toward better homes; yet she, by her own enthusiasm over a period of 5 years, has been active in the 4-H club work of her county, which for the last 2 years has been without a home demonstration agent.



Hugo Graumann and Doris E. Clark broadcasting after winning the Moses Leadership Trophy. They both spoke highly of the value of 4-H leadership training in building good community citizens.

Doris has traveled 5,577 miles in her efforts to put club work in her county out in front. The greater part of this travel was necessary to make personal visits to club members and stage public demonstrations and plays to visualize the work. The efforts she has expended have resulted in her girls winning many district, county, and State championships. Doris is 18 years old and a freshman in home economics at the University of Wisconsin.

**A**RKANSAS farmers this fall have increased the planting of vetch 300 percent over the planting of any previous year.

There are two reasons for this increased interest in soil building. First, county agents during the past 6 years have conducted hundreds of result demonstrations with vetch to show its value as a soil-building crop.

Second, farmers have been quick to take advantage of the opportunity offered in soil improvement this year in connection with the cotton plow-up program. Arkansas cotton growers took out of production nearly 1 million acres of cotton

during the summer, thereby releasing labor and horsepower that could be used in the preparation of soil for this increased planting of vetch.

**R**APID progress in poultry production has been made by Oklahoma in the past 10 years. In 1924 the average annual egg production per hen was 56 eggs. By 1930 it was 84 eggs per hen.

The flock owners who are keeping good birds and giving them good care have been shown by extension records to be getting from 145 to 180 eggs per hen per year.

**A** STATE-WIDE series of finish-up meetings has been completed by the home-demonstration groups in Vermont. More than 1,000 women attended, with a total family attendance of 2,656.

The meetings, one in each county, were achievement meetings, culminating the work of the year. In several places exhibits of canned goods were held and the finals in the canning and bread-making contests conducted. There was also a demonstration of quick breads. The women invited their husbands to the luncheon. The evening was devoted to recreation, featuring skits, plays, stunts, and old-fashioned dances.

## Memorial Archways Proposed

The national honorary extension fraternity, Epsilon Sigma Phi, recently presented a resolution to Secretary Wallace for the naming of the archways which will connect the new South Building with the main building of the United States Department of Agriculture.

The fraternity requested that the west arch be designated the Wilson Memorial Arch in recognition of the high qualities as a statesman of the Hon. James Wilson, deceased, for 16 years Secretary of Agriculture, and for his services to American agriculture. Secretary Wilson began the building of a home for the Department which would ultimately house all of the Department's activities.

The fraternity also asked that the east arch be designated the Knapp Memorial Arch in honor of the Hon. Seaman A. Knapp, deceased, who as chief of the Office of Extension Work in the Southern States, Department of Agriculture, by his far-seeing vision and tireless application to duty made possible the establishment of the present national system of cooperative extension work in the United States.

This resolution was presented to Secretary Wallace by W. A. Lloyd as director of the Grand Council, Epsilon Sigma Phi. Mr. Lloyd, who was awarded the distinguished service ruby by the Grand Council at its Chicago meeting in November, has been in extension work for nearly 30 years, now being with the Federal Extension Service in charge of extension work in the Western States. He organized extension work in the Territory of Hawaii in 1928-29 and in the Territory of Alaska in 1930.

Persons previously honored by the distinguished service ruby were the late Dr. A. C. True, director, States Relations Service; the late Dr. W. D. Bentley, assistant director, Oklahoma Extension Service; J. A. Evans, associate chief, Office of Cooperative Extension Work; and W. B. Mercier, director emeritus and extension adviser, Louisiana Extension Service.





**T**HIS GROUP of 58 senior 4-H club members and their leaders from Lake County made the second annual pilgrimage to the University of California Campus. Saturday, September 23, was spent in visiting various buildings and activities, where they were greeted by outstanding men of the university and received inspirational and instructional information. Glenn Waterhouse, assistant State 4-H club leader, acted as guide for the group, and L. C. Barnard is county agent of Lake County.

## New Film Strips

**E**IGHT NEW FILM STRIPS as listed below have been completed by the Office of Cooperative Extension Work in cooperation with the Agricultural Adjustment Administration, the Bureaus of Agricultural Economics, Animal Industry, Entomology, Forest Service, and Home Economics. They may be purchased at the prices indicated from Dewey & Dewey 7603 Twenty-sixth Avenue, Kenosha, Wis., after first obtaining authorization from the United States Department of Agriculture. Blanks for this purpose will be supplied upon request to the Office of Cooperative Extension Work.

Series 171. Diagnosis of Bee Diseases in the Apiary. Illustrates the symptoms of the different diseases of bees distinguishable in the apiary and methods of control. 58 frames. 35 cents.

Series 270. Farm Home Life Today. This series is self-explanatory. It was compiled to give a general conception of modern home life on the farm as it may be found throughout the country. 93 frames. 49 cents.

Series 295. Satisfying Farm Homes—the Result of Home Demonstration Work. (Home demonstration series Part II.) Illustrates the contribution of home demonstration work in making the farm home

efficient and satisfying. 62 frames. 35 cents.

Series 314. Cooking Meat According to the Cut. Illustrates the principles of cooking the two types of meat, the tender and the less tender cuts, so as to conserve the food value and bring out the flavor and appetizing qualities of each to the fullest extent. 51 frames. 35 cents.

Series 319. National Forest Playgrounds. Illustrates that the National Forests not only serve the Nation by yielding timber and other products, protecting watersheds and providing range for livestock, but also offer opportunities for recreation to vacationists, tourists, and health seekers. 74 frames. 42 cents.

Series 322. Canning Fruits and Tomatoes at Home. Supplements Farmers' Bulletin 1471, Canning Fruits and Vegetables at Home, and shows the method of home canning fruits and tomatoes advocated by the Bureau of Home Economics. 55 frames. 35 cents.

Series 324. The Hog-Corn Problem, 1933-34. Depicts the hog-corn problem, its effect on the Corn Belt farmer, and the program for general agricultural betterment. 34 frames. 28 cents.

Series 325. The Cotton Problem. Illustrates the cotton problem showing its effect upon the southern cotton farmer

and the program for general agricultural betterment. 32 frames. 21 cents.

### Revised Series

The following series have been revised:

Series 230-A. The National 4-H Club Camp. Illustrates how the camp, which is held annually, is conducted and the various recreational and educational activities in which the boys and girls participate. 76 frames. 42 cents. (If desired in glass slides request Series 230 of same title. It consists of 42 slides.)

Series. 241. The 4-H Club Story. Illustrates the activities connected with boys' and girls' 4-H club work. 66 frames. 42 cents.

Series 242. Seeing Washington. Illustrates points of interest in Washington, D.C., and vicinity. 70 frames. 42 cents.

Series 264. Rug Making—A Fireside Industry. Illustrates how farm women and girls through the influence of home-demonstration agents, have become interested in reviving the old art of rug making by utilizing home-dyed, discarded sheets, blankets, and clothing, and that through this activity a profitable home industry has developed. 95 frames. 49 cents.

### Completed Localized Film Strips

The following two localized film strips were completed during the months of November and December by the Office of the Cooperative Extension Work in cooperation with county extension agents, specialists, and other extension workers. The photographs used were all local pictures, either selected or taken by the agents themselves.

Series 1111. Farming in Chemung County, N.Y. 40 frames. 28 cents.

Series 1112. Timely Topics for the Maine Farm Home. 65 frames. 42 cents.

**I**N 1919 the New Hampshire Experiment Station started a campaign to eliminate Pullorum disease from poultry flocks in the State, as it was estimated to be causing a loss of at least half of all chicks hatched. Ten thousand hens in 47 flocks were tested, and only 6 flocks were found to be free of the disease. The 1932 report of the experiment station listed 202,323 birds tested for Pullorum disease, or over one fifth of the poultry population of the State. The percentage free from infection was 99.51.

**T**O CONTROL a threatened outbreak of cholera, the county agricultural agent of Currituck County, N.C., vaccinated 1,459 hogs on 63 different farms in 11 communities during 1 week in September.



### National 4-H Club Radio Program

**Annual Theme: 4-H Club Work Influences the Farm and Home**

**Third Phase—Attractive Home and Surroundings a Keynote in 4-H Club Work**

**Saturday, March 3, 12:30 to 1:30 p.m., Eastern Standard Time**

- |   |  |
|---|--|
| 4-H Club Work Encourages Attractiveness In and About the Farm Home  | 4-H Club Girl from Vermont.  |
| The Good Appearance of the Farmstead Should Be the Farm Family's Pride.   | 4-H Club Boy from Wisconsin.   |
| Beautification in Farm Surroundings Mean for Satisfaction and Contentment.  | County extension agent from Vermont.                                     |
| 4-H Club Work Brings Together Rural and Urban Interests.  | Field Agent, Extension Service, United States Department of Agriculture. |
| Music We Should Know—Third Phase of the 1934 National Music Hour, Featuring Compositions by Rimsky-Korsakow, Leoncavallo, Tchaikowsky, Rubinstein, and Haydn. | United States Marine Band.   |

**A**N ESTIMATED saving of cash and feed crops amounting to \$2,001,460 was made in 22 North Dakota counties the past season as a result of grasshopper-control activities. Control operations were conducted in 18 other counties, but valuations of the crops saved there were not reported.

The crop savings ranged from \$932,960 in Ward County, where intensive work was done, to less than \$5,000 in several counties where campaigns were not pressed vigorously, according to reports from the North Dakota Extension Service. Ramsey County saved \$673,460 worth of crops; Burke County credited a \$250,000 saving to grasshopper control; Steele County estimated its antigrasshopper work as being worth \$161,280 in crops; and Renville County reported a \$129,450 saving.

According to F. D. Butcher, Federal entomologist, who aided the Extension Service in its grasshopper-control program, North Dakota counties spent approximately \$136,991 for poison bait materials. The mixed bait was prepared at a cost of about \$20 per ton for materials.

### The Extension Program for 1934

*(Continued from page 2)*

the near future for an adequate force of well-trained agents publicly financed on a permanent basis. While the immediate requirements of the Agricultural Adjustment Administration make the completion of our staff of county agricultural agents the most imperative need of the hour, I feel just as strongly the need for making available the services of qualified home-demonstration agents to rural women and girls in all counties as rapidly as that service can be financed.

#### *Associations Organized*

With the new demands on extension agents to organize and conduct educational campaigns leading to the signing of contracts for production control, there must be a larger dependence on local leaders and demonstrators to make the educational program available to the public. In the setting up of the county wheat production-control associations, thousands of farmers have for the first time not only joined with their Government in a cooperative enterprise, but with their neighbors. Out of these county wheat production-control associations already organized or in process of organization and the other commodity control associations which are projected, I can foresee possibilities of unified effort on the part of farmers such as we have never

known before. While the activities of these county production-control associations are very properly limited to the entering into and carrying out of agreements to control the production of a specific commodity, cooperative effort growing out of them may extend far into other lines.

With the very great advances made in recent months in bringing together commercial interests on the one hand and labor groups on the other, there is greater need than ever before for strong, progressive farm organizations with well-trained, thoughtful leadership. If agriculture is to recover its rightful place in our national picture and to maintain it, there must be unified presentation of the needs of agriculture in State and Nation such as can be made only by organized agriculture representing, not as it does now, a minor fraction of the farm population, but in position to speak with authority for the great mass of rural people. It is not to be expected that all farmers or even a majority of them will join any one farm organization any more than that all will agree to the tenets of one political party or one religious denomination. Extension agents should lose no opportunity to work with all farm organizations in their counties and should impress on their constituents the desirability of membership in these organizations.

This is the time for a careful review of State and county extension programs; a consideration of those features which

contribute directly to better farm income or better living conditions in rural homes, and elimination or postponement of those which for the moment, at least, do not make a definite contribution to this end. With the present necessity for economies in county, State, and Federal governmental operations, we must be able to show that every dollar made available to us is expended for a practical purpose, is expended in a way that brings the largest return to the rural people of this Nation. We need capable, well-trained extension agents in every rural county, financed with public funds, aided and supported by strong farm organizations, and supplemented with earnest, interested men and women who will assume community leadership of both adult and junior groups. There is need, as never before, for able, tactful administration and supervision and for adequate specialist service. It is my belief that, while these are times that try men's souls, the Extension Service, taking the country as a whole, is in better repute than ever before, and I confidently expect to see it go on to larger things.

**R**ECORDS for the past year show 200 West Virginia 4-H clubs with a "Standard" rating for 1933 and 71 clubs completing all project work 100 percent. This is a gain of 20 "Standard" clubs over last year's total and of 13 clubs making a 100 percent record.



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## · ACROSS · THE · EDITOR'S · DESK ·

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### Teachers of Agriculture

BEGINNING with this issue, the REVIEW is being sent to all teachers of vocational agriculture. This arrangement has been made by Director Warburton with the very helpful cooperation of M. S. Eisenhower, Director of Information, and meets an urgent request from C. H. Lane, Chief, Agricultural Education Service, Federal Board for Vocational Education, for the inclusion of teachers of agriculture on the mailing list of the REVIEW. I am sure that extension workers generally will be glad to know that teachers of agriculture as a group will now be among the regular readers of the REVIEW and will have this opportunity to become familiar with extension activities, not only in their respective localities but throughout the country. In his letter to Director Eisenhower asking that steps be taken to add teachers of vocational agriculture to the REVIEW mailing list, Director Warburton expressed his earnest desire for the fullest possible cooperation between extension workers and teachers of agriculture. He said: "We trust that Dr. Lane's request will be approved as there is a distinct need for a better understanding between these two groups of educational workers which are exerting such a tremendous influence upon farming and farm life. The efforts of these two organizations dedicated to public service should be more closely coordinated in order to achieve with the maximum efficiency the same ultimate objective—the improvement of farming. Each group, although attending to its own task first and using its own distinctive teaching methods, should lose no opportunity to promote in every way possible the work of the other group."

### Dealing With Human Nature

BEFORE his inauguration as Mayor of New York City, I was fortunate in hearing Mayor LaGuardia speak before the National Press Club on the rapid developments of the year. He made one point, in particular, that I think cannot be too strongly emphasized. Speaking of the many and varied governmental efforts to make needed adjustments in agriculture and industry, he said that we are not engaged so much in dealing with problems in economics as in problems of *human nature*. If this is the case—and I believe it is—all of us, I think, who have to do with the great programs of commodity production adjustment may well concern ourselves a little less with the niceties of factual detail and much more with how we can influence public thought and action to accomplish the ultimate balance of production and demand desired. The way to deal with people, I think we have found in extension work, is to work with them, to know them, and talk to them simply, clearly, and honestly, and to have them on their part know and work with us toward meeting their very *human* needs as well as their "economic requirements."

### Sense About Prizes

I AM SURE that the statement about prizes for 4-H club achievement made by Director Warburton before the Association of Land-Grant Colleges and Universities, in November, will receive an enthusiastic "Amen" from every friend of 4-H club work who has given this matter study and honest thought. Director Warburton said: "Occasionally prizes or returns to club members are out of all proportion to the accomplishment of the boy or girl. When the sweepstakes calf at a livestock show sells for ten thousand dollars merely because two or more commercial concerns get to bidding against each other for the advertising they may get out of it, while dozens of other calves almost as good hardly bring the current market price, too much emphasis is being placed on the winning of a championship and not enough recognition is being given to the rank and file who have done their level best. It is pleasing to note that in this depression many very successful club shows and exhibits have been held at which no prizes were offered other than the ribbon denoting first, second, or third place. At these shows there was no noticeable diminution in the quality of exhibits or the keenness of the competition, and I am sure there was far less heartburning and jealousy on the part of those who were not quite good enough to win top honors."

### The Long View

I SAW some weeks ago that unusually striking motion picture, Berkeley Square, in which the people of two separate centuries are for a time made to live and get along together as best they can. Toward the close of the picture, a vivid contrast is drawn between what is envisioned on the one hand by a man in a rowboat following the course of a river and on the other hand the vivid scene that lies beneath the passenger in an airplane overhead. The man in the boat sees a different scene with each turn of the river and *only* that; maybe, a grove of oaks, here, a stretch of clover field, there, and, around the bend, hidden from his immediate view a town comes down to the water's edge. The traveler in the airplane sees all of these separate scenes at once. His view is comprehensive. Each of the separate scenes that make up this view is equally clear and vivid to him.

I think there is a thought in this contrast for us, particularly, in this year of continuous and hard driven effort to aid in the needed adjustments of agriculture and rural life. As we take each turn in our course, absorbed in this, today, and that, tomorrow, we need sorely to find a way to glimpse the whole panorama of our effort stretching over the weeks and months—to get, at least, once in awhile, *the long view* and to know whither we are headed.

R. B.

# AGRICULTURAL ADJUSTMENT—

## HOW IT WORKS

*F*armers and the public generally should have a clear and complete understanding of activities being carried on under the Agricultural Adjustment Act.

*To help extension workers give them this information the Department has made available the following publications:*

**G-1 The Agricultural Adjustment Act and Its Operation.**

**G-2 The First Four Months Under the Farm Act.**

**G-3 Progress on All Fronts Under the Farm Act.**

**G-4 Dollars to Farmers Boom Business.**

**Economic Trends Affecting Agriculture.**

**Economic Bases for the Agricultural Adjustment Act.**

*T*hese publications explain the economic and social justification for adjustment policies, the sound economic principles upon which the act is based, progress being made in achieving production adjustment, and the benefits obtained. They are in addition to those that have been published about wheat, cotton, tobacco, and corn and hogs, the production of which is being adjusted.

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*County extension agents may procure supplies of these publications from the Extension Service of the United States Department of Agriculture. Orders should be sent through the office of the State extension director.*

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